

MediaTitle	The Star		
Date	14 Apr 2014	Language	English
Circulation	298,821	Readership	1,839,000
Section	StarBiz	Color	Full Color
Page No	6	ArticleSize	294 cm <sup>2</sup>
AdValue	RM 13,639	PR Value	RM 40,917



## University of Hull , UUM and ALC College in joint research

**KUALA LUMPUR:** UK-based University of Hull will participate in a joint research programme with University Utara Malaysia (UUM) and ALC College to identify the key areas of transformation needed for Malaysia to become the next Asean logistics hub.

The joint research programme, named as the Asean Logistics Symposium, will be held from June until December this year.

It will consist of a series of 10 labs, involving about 200 subject matter experts from universities and the logistics industry with its goal to synthesise, highlight key issues and make recommendations aimed at elevating the local logistics industry to a world-class standard.

"We hope the research will provide the framework for many more research initiatives to be jointly conducted by Hull and UUM," Professor James Tannock, director for the University of Hull, Logistics Institute, said in a statement.

"The Port of Hull is the busiest port in England that acts as the main gateway for the movement of goods and people with Europe.

"Much research and improvement of policies in the shipping industry have taken place as a result of the maritime evolution after the European Union became a single market.

"There are many similarities between the Asean Economic Community and the European

Community and therefore, we think the Hull Logistics Institute can provide the relevant guidance for this joint research initiative, drawing on from our experience," explained Tannock.

Last Tuesday, a memorandum of understanding was signed between the parties involved for the collaborative research initia-

tives at the University of Hull's Business School, which was witnessed by Northern Corridor Implementation Authority chief executive Datuk Redza Rafiq.

This is also a historic collaboration between homegrown ALC College's Centre of Asean Logistics Studies, the University of Hull's Logistic Institute and Universiti Utara Malaysia's School of Technology Management and Logistics to undertake joint research in the field of logistics.

UUM associate professor Dr Zulkifli Mohamed Udin, the Dean of Technology Management and Logistics, said UUM had long recognised University of Hull's tremendous experience in logistics, hence, it is a "perfect foreign partner for the joint research programme".

UUM also had a long relationship with the University of Hull whereby the former would send its lecturers to Hull to pursue PhDs as part of a knowledge transfer programme, as University of Hull has the best programme for logistics in England.

ALC College and PKT Logistics Group Sdn Bhd chairman Datuk Wira Jalilah Baba, meanwhile, said: "The Asean Economic Community, which will take place by 2015, is going to change the landscape of doing business among its members.

"We think that the best way to position Malaysia in this regional playing field is by taking advantage of our geographical location.

"We are strategically placed to be the next logistics hub for Asean and beyond. Therefore, more studies should be conducted by our local universities to tap on and create more awareness towards this strength," she added.



From left: Tannock, Jalilah, ALC College chief executive officer Edmund Edward, Hull University vice-chancellor Professor Ian Pashby, Dr Zulkifli, NCIA chief executive Datuk Redza Rafiq and PKT Logistics chief executive officer Datuk Michael Tio.